



UNIVERSITY  
OF WOLLONGONG  
IN DUBAI

**CERTIFICATE OF PROFICIENCY  
GRADUATE CERTIFICATE**

**UOWD - Your Australian University in Dubai**

“  
We are considered  
a benchmark  
for educational  
establishments in the  
region: dynamic, agile,  
innovative and praised for  
the quality of our teaching  
and research ”

**Prof Mohamed-Vall M. Salem Zein**  
President  
University of Wollongong in Dubai

## Dean's Message



**Professor Payyazhi Jayashree**  
Dean  
Faculty of Business

Welcome to the Faculty of Business.

The Faculty of Business at UOWD is renowned for offering exceptional bachelors and masters programs. Our holistic world class education and multidisciplinary curricula are aimed at preparing our students to experience a satisfying and rewarding career through a key focus on preparing skill sets and mindsets that are crucial to address some of the global challenges that businesses face today.

A strategic shift that is increasingly being seen across global businesses, is the movement away from a single minded focus only on increasing shareholder value to one where business leaders are taking decisions that will address the needs of a broader set of stakeholders, with a focus on serving society. Sustainable business impact is being created through responsible leadership and a continued and committed focus on sustainable development goals.

Our programs are tailored to meet the demands and needs of these global businesses and are aligned with UAE national priorities. Our programs across a range of disciplines including Marketing, Finance, Supply Chain and Logistics, Luxury Management, Business Analytics, HR, Accounting and International Business are designed and delivered to help develop the key competencies that are valued by contemporary business environments.

Our teaching and learning is focussed on building citizens of the world driven by our core values of integrity, passion, courage, excellence, collaboration and innovation. We truly believe that deep learning occurs through immersive learning experiences delivered in a contextually relevant fashion. What this means is that your learning experience at UOWD will involve strong linkages with industry and with global networks, with many opportunities for establishing wider collaborations that help you to learn and grow as a professional.

All our degrees meet the highest international academic and professional standards with several receiving recognitions from internationally renowned professional organizations such as the Association of Chartered Certified Accountants (ACCA), Chartered Institute of Management Accountants (CIMA), CPA Australia, Chartered Institute of Marketing (CIM), Australian Human Resource institution (AHRI), Chartered Institute of Personnel and Development (CIPD) and more. All our business programs offered in alignment with UOW are AACSB accredited, which is further evidence of the strong standards that we maintain in our teaching, learning and research environment.

I take great pride in welcoming you as our next generation of responsible leaders who will make significant contributions to impact businesses in sustainable ways.

Many congratulations and all the best for a constructive and engaging time at the Faculty of Business.



# About University of Wollongong in Dubai

Established in 1993, University of Wollongong in Dubai (UOWD) is the first international and Australian university in the UAE, and is now part of a global brand that has campuses in Australia, Hong Kong and Malaysia.

With a 27-year track record, the University offers internationally-recognised degrees that are accredited by the Commission for Academic Accreditation (CAA) of the UAE Ministry of Education, the Knowledge and Human Development Authority (KHDA) and the Tertiary Education Quality Standards Agency (TEQSA), Australia's independent national quality assurance and regulatory agency for higher education.

UOWD's curriculum and teaching practices reflect those of UOW Australia, which ranks among the top 1%\* of universities worldwide. The institution offers 45 programs including foundation courses and bachelor's and master's degrees spanning over 10 industry sectors, such as engineering, business, ICT, healthcare, communications and media. These degrees are formally recognised by leading professional organisations such as AACSB, CIPD, ACCA, CPA, AHRI, CIM, CIMA, CIPS, EFQM and ACS.

UOWD has a strong cohort of highly qualified academic staff, each holding PhD degrees and recognised as leaders in their fields of expertise, with strong global and industry ties. The faculty members are active researchers, involved in research activities across 100 different fields.

UOWD boasts many alumni who have made a mark across the world through notable contributions in various industries and professional sectors at leading multinational organisations such as Microsoft, GE, IBM, Deloitte, Fedex, 3M, Adidas, Amazon, Emirates, Etisalat, ADCB and Pepsico.

UOWD offers international students the opportunity to transfer between the university's campuses for a holistic global higher education experience.

As part of its continued pursuit of excellence in teaching, research, industry engagement and student experience, UOWD inaugurated its new purpose-built 200,000-square-foot campus at Dubai Knowledge Park in 2020. Featuring cutting-edge technologies, modern architecture, and a mix of traditional and innovative learning spaces, the campus provides an enriched experience to meet the demands of today's student population, while supporting the teaching staff and community research projects.

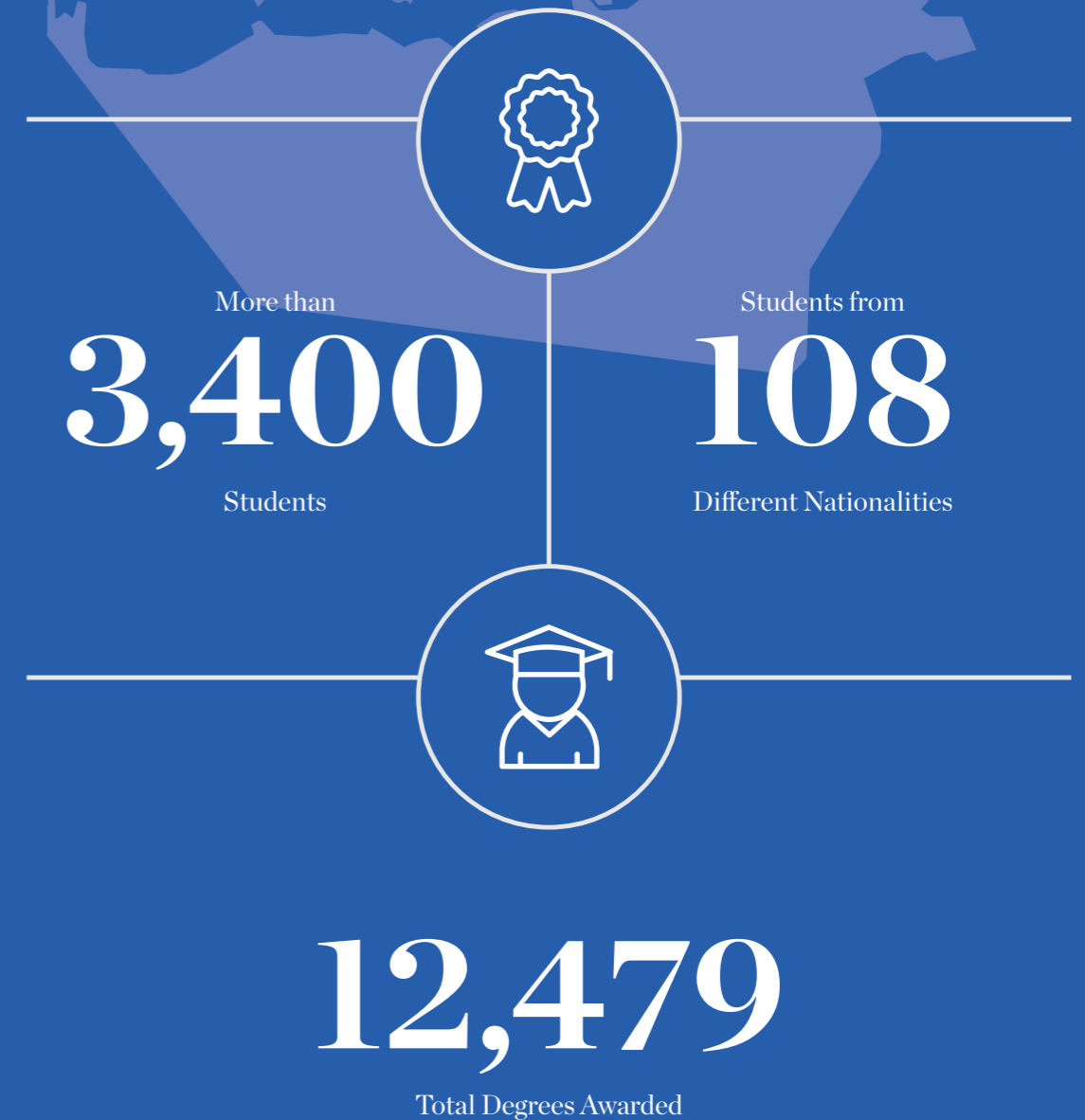
In 2021 UOWD introduced "The Edge", a first-of-its-kind 12-month career readiness journey that combines cutting edge tools from the worlds of business, coaching, psychometrics and behavioural science, delivered by a team of world-class experts that provide hands-on mentoring to prepare students for their future career path.

UOWD is the highest ranked Australian university in the UAE, and currently has over 3,500 students from 108 nationalities and a global community of 152,000 alumni.

\*QS World University Rankings 2021

# Ranks among the top 1% of universities worldwide\*

\*QS World University Rankings 2021





# Graduate Certificate and Certificate of Proficiency

At the University of Wollongong in Dubai (UOWD) we offer a number of options for masters professionals seeking the specialised knowledge and skills that will allow them to move forward in today’s competitive world in the shortest possible timeframe, but who aren’t necessarily looking to enrol for a Masters level program yet.

## Graduate Certificate

Graduate Certificates provide students with a solid foundation in a functional area and are designed for those who are seeking to progress their career in a particular area, or those currently working in the industry who wish to gain a relevant masters level qualification to update their skills and knowledge. Consisting of four subjects, a Graduate Certificate can usually be completed in two trimesters or less.

## Program Highlights

<p><b>Advanced Your Skills in a Short Time</b></p>	<ul style="list-style-type: none"> <li>Since a Graduate Certificate requires less time to complete, you can advance your skills in a shorter time period and still earn a qualification, strengthening your professional portfolio.</li> </ul>
<p><b>Progress to a Full Master’s Program</b></p>	<ul style="list-style-type: none"> <li>Obtaining a Graduate Certificate will enable you to progress to the Masters level program and you will be able to apply for Credit for Prior Learning.</li> </ul>
<p><b>Globally Accredited. Locally Relevant</b></p>	<ul style="list-style-type: none"> <li>The programs are accredited by the UAE Ministry of Education - Higher Education Affairs, and quality assured by UOW Australia and therefore recognised throughout the UAE and internationally.</li> </ul>

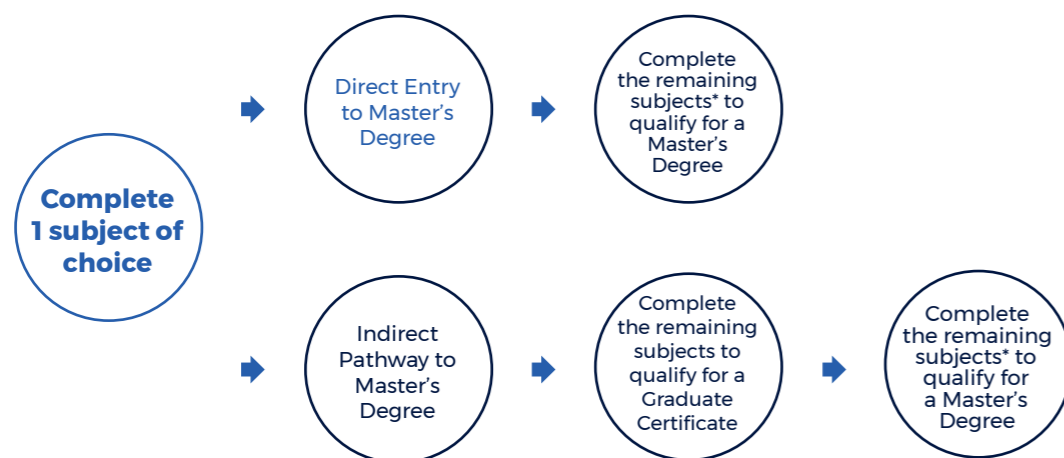
# Certificate of Proficiency

For professionals who are looking to develop skills in a specific technical or practical domain over a short period of time, UOWD's Certificate of Proficiency is ideal. Delivered over a period of just 11 weeks, students can study a range of subjects that are offered by our Faculty of Business.

## Program Highlights

<b>Advance Your Career</b>	<ul style="list-style-type: none"> <li>The Certificate of Proficiency will enable you to fast-track your career by developing your skills and knowledge in a certain field, therefore broadening your employment opportunities.</li> </ul>
<b>Progression to Future Master's Degrees</b>	<ul style="list-style-type: none"> <li>Upon completion of the chosen subject students are awarded a Certificate of Proficiency and an official academic transcript. This transcript can then be used as credit towards future master's degree.</li> </ul>
<b>Classes to Fit Around Your Commitments</b>	<ul style="list-style-type: none"> <li>All Certificates of Proficiency classes are held from 6-9:30pm, Sunday to Thursday and are designed to fit around work commitments.</li> </ul>
<b>World-Class Faculty</b>	<ul style="list-style-type: none"> <li>UOWD's Faculty provide a wealth of academic and professional expertise from across the globe. All full-time professors hold a PhD degree and are active researchers in their specialist field.</li> <li>They also bring vast industry experience from years of practice in their respective disciplines, creating a learning environment that is both grounded in the latest academic theory and applicable to current professional practice.</li> </ul>

## Certificate of Proficiency



\* Number of subjects varies

\* Credit for Prior Learning may apply

\*The number of subjects for the graduate Certificate pathway depends on the COP subject you have taken

# Certificate of Proficiency

You have the option to choose from a selection of subjects, offered by the Faculty of Business. Do note that not all subjects are available throughout the year. Please contact the Faculty Office to discuss your options.

The subjects available are as follows:

- Economics for Modern Business
- Quantitative Economic Analysis
- Financial Skills for Entrepreneurs
- Insights into Innovation and Entrepreneurship
- Contemporary Leadership Skills for Entrepreneurs
- Financial Strategy
- Investment Management
- Portfolio Management
- Financial Statement Analysis for Business
- Banking Theory and Practice
- Advanced Managerial Finance
- Multinational Financial Management
- Portfolio Stimulation
- Financial Institutions
- Enterprise Risk Management
- Derivatives
- Digital Marketing
- Social Marketing
- Marketing Strategy
- Consumer Behaviour
- Marketing Communications
- Developing and Marketing New Products and Services
- International Marketing Strategy
- Research for Marketing Decisions
- Retail Marketing Management
- Accounting for Managerial Decision-making
- Strategic Marketing Management
- Responsible Talent Management Strategies
- Design Thinking and Business Transformation
- Innovation, Entrepreneurship and Commercialisation
- Financial Strategy and Governance
- Decision Effectiveness in Strategic Management
- Responsible Leadership Effectiveness
- Essential Elements for Business Analytics
- Techniques and Tools for Business Analytics
- Business Analytics for Economic and Market Environments
- Business Analytics for Services and Operations
- Advanced Business Analytics
- Leading in Contemporary Organisations
- Human Resource Development
- Corporate Governance
- Strategic Management
- Management of Change
- Organisational Analysis
- Contemporary Issues in International Business
- Strategic Human Resource Management
- Performance Management
- Management of Workplace Health and Safety
- Job Analysis, Recruitment and Selection
- Cross Cultural Management
- International Business Theory and Practice
- International Business Strategies
- Supply Chain Management
- Total Quality Management
- Supply Chain Analytics
- Strategic Procurement Management
- Advanced Supply Chain Management
- Logistics System
- Project Management

# Graduate Certificate

## in Business

### Who is the Program For?

This is an ideal program for current managers or aspiring managers who are looking to progress in their career by upskilling their current knowledge of marketing, accounting, finance, organisational behaviour, management and global business challenges and perspectives.

### What Will I Study?

All students will complete three subjects:

- Organisational Behaviour and Management
- Principles of Marketing Management
- Accounting and Financial Management

Plus, one of the following:

- The Economics of Global Business Challenges\*
- Operations Management\*\*

*\*Mandatory for students intending to progress to a Master of Business program (all specialisations)*

*\*\*Mandatory for students intending to progress to a Master of Science (Logistics and Supply Chain Management) program*

### Progression to Masters Courses

Upon successful completion of the Graduate Certificate in Business, students may enrol in a Masters program offered by UOWD. Students will be granted credit for four subjects in the following areas:

- Master of Business (all single or double specialisation programs)
- Master of Science (Logistics and Supply Chain Management)

## in Marketing

### Who is the Program For?

If you're currently working in marketing or looking to pursue a career in marketing, this program will give you the opportunity to gain a professionally oriented specialised skill set.

### What Will I Study?

All students will complete three subjects:

- Principles of Marketing Management\*
- Consumer Behaviour
- Marketing Strategy
- Social Marketing

*\*Students who do not have a relevant background in Marketing should complete this subject within their first trimester of study.*

*According to UOWD's Credit for Prior Learning policy, those who have a background in Marketing may apply to complete one of the elective subjects from the approved list below in its place:*

- Digital Marketing
- Managing Services and Relationship Marketing
- Marketing Communications
- Creating and Marketing New Products
- International Marketing Strategy
- Research for Marketing Decisions
- Strategic Brand Management
- Retail Marketing Management
- Supply Chain Management
- Contemporary Issues in International Business

### Progression to Masters Courses

Upon successful completion of the Graduate Certificate in Marketing, students who enrol in the Master of Business (Marketing) program will be granted credit for four subjects.

## in Human Resource Management

### Who is the Program For?

This program has been designed for those who are seeking to progress their career in Human Resources or those currently working in an alternative area but wish to gain a relevant masters qualification to update their skills and knowledge to move into this area.

### What Will I Study?

Students will complete four subjects:

- Organisational Behaviour and Management\*
- Human Resource Development
- Strategic Human Resource Development
- Job Analysis, Recruitment and Selection

*\*Students who do not have a relevant background in Human Resources should complete this subject within their first trimester of study.*

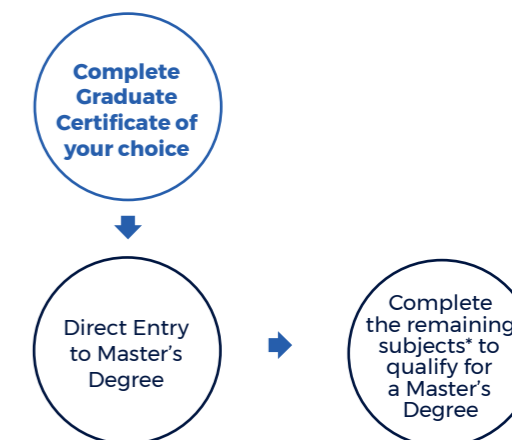
*According to UOWD's Credit for Prior Learning policy, those who have a background in Human Resource Management may apply to complete one of the elective subjects from the approved list below in its place:*

- Strategic Management
- Organisational Behaviour
- Management of Change
- Organisational Analysis
- Performance Management
- Management of Workplace Health and Safety
- Cross-Cultural Management
- Contemporary Issues in International Business

## Progression to Masters Courses

Upon successful completion of the Graduate Certificate in Human Resource Management, students who enrol in the Master of Business (Human Resource Management) program will be granted credit for four subjects.

### Graduate Certificate



*\* Number of subjects varies  
\* Credit for Prior Learning may apply*



# Accreditation and Recognition

Our students and graduates can be assured that our degrees are recognised throughout the UAE and internationally. We are:

- Accredited by the UAE Ministry of Education through the Commission of Academic Accreditation (CAA).
- Quality assured by UOW Australia which is registered with TEQSA, the national regulator of higher education in Australia.

# Admission Requirements

Applicants must have completed a Bachelor degree (or equivalent) at an accredited institution of higher education and have achieved the minimum grades for entry to the program as detailed below

Country	Grade - Direct Entry	Grade - Probation Entry* (GPA 2.5-2.99 or equivalent)	Grade - Probation Entry** (GPA 2.49-2.0 or equivalent)
Australia	65%	57%	50%
China	75%	63%	50%
Egypt	65% (Good)	57%	50% (Pass)
India	50%	45%	40%
	10 Point System: 7.0/10.0 4 Point System: 3.0/4.0	10 Point System: 6.0/10.0 4 Point System: 2.5/4.0	10 Point System: 5.0/10.0 4 Point System: 2.0/4.0
Iran	14	13	12
Jordan	70%	60%	50%
Kenya	50%	45%	40%
Lebanon	12	11	10
Nigeria	50%	45%	40%
Pakistan	50%	45%	40%
Russia	Average of 4	Average of 3.5	Average of 3
UAE	3	2.5	2
UK	2nd Class Honours with lower division (or min 50%)	45%	Pass (or min 40%)
USA	3	2.5	2

Note: Applicants with a Bachelor's degree in the relevant field of study, or its equivalent, with an overall:  
 \* GPA between 2.5 and 2.99 (on a 4.0 scale) may be conditionally admitted to a Master's program, only if they meet the necessary English language requirement. Such students must take a maximum of 18cp of subjects studied for the Master's degree during the period of conditional admission and must achieve an overall WAM of 55 in their first 3 subjects at the University. Students who fail to achieve this standard may have their enrolment discontinued.  
 \*\* GPA between 2.0 and 2.49 (on a 4.0 scale) may be conditionally admitted to a Master's degree, only if they meet the necessary English language requirement and they will be required to complete a maximum of 18cp remedial non-credit bearing subjects prior to enrolment in their chosen Master's degree. Students must achieve a minimum WAM of 55 in these subjects in order to progress to the Master's degree or may have their enrolment discontinued.

All instruction at UOWD is carried out in English and you will need to demonstrate an adequate level of English language proficiency in order to enrol. Please check [uowdubai.ac.ae/postgraduateprograms/admission-requirements](http://uowdubai.ac.ae/postgraduateprograms/admission-requirements) for complete admission requirements.

# Program Fees

The total cost of an master's program is calculated on a per subject basis. Please check [uowdubai.ac.ae/postgraduateprograms/fees-and-payment-information](http://uowdubai.ac.ae/postgraduateprograms/fees-and-payment-information) for a breakdown of fees and further details.

# Scholarships and Grants

UOWD provides a range of scholarships which offer financial support to new and existing students at the commencement of each trimester (unless otherwise stated). Whilst it does not cover living and other study-related expenses, it reduces the financial pressure ensuring you enjoy a less stressful student experience.

## Scholarships

- **Academic Merit Scholarship**  
This scholarship is awarded to applicants based on academic merit and who comply with the necessary requirements. It offers the recipients with a bursary ranging from 15% to 25% of their tuition fees for the duration of their studies\*.
- **Sports Scholarships - Adam Gilchrist Sports Award**

This award, named after Australian cricketer and UOW Brand Ambassador, Mr Adam Gilchrist AM, is awarded to two recipients at either bachelor's or master's level, in the Autumn trimester (which begins in September). It offers the recipients a bursary of 50% of their tuition fees for the duration of their studies\*. Read more here: [uowdubai.ac.ae/postgraduate-programs/scholarships](http://uowdubai.ac.ae/postgraduate-programs/scholarships)

\*T&C's apply



## Tuition Grants

UOWD offers a number of grants that provide discounted rates on program fees ranging from 5% to 20% of annual tuition costs\*. Available tuition grants are:

- **Family Tuition Grants**  
Immediate family members enrolling simultaneously at UOWD are eligible for tuition fee grants\*.
- **Alumni Tuition Grants**  
New or returning students may qualify for one of the following Alumni Tuition Grants. **The Alumni Grant** will be awarded to students who have graduated from a UOWD bachelor or master degree and wish to enrol in a subsequent degree program at UOWD\*\*.

**The Family of Alumni Tuition Grant** is available on annual tuition fees for students who have at least one family member who has graduated from a bachelors or masters program from UOWD only. The Family of Alumni grant is available at the start of every trimester and students must apply for the grant when they submit their Application for Admission form.

\*\* Not applicable to UOW Australia graduates

# Step-by-Step Application Process

1

## Submit your completed application form online or in person

Ensure your application includes the following documents in English:

- Official academic transcripts of your Bachelor degree
- Bachelor degree certificate of completion
- Proof of your English language proficiency
- A copy of your UAE ID card (if applying from within the UAE)
- A copy of your passport (and Residence Visa, if resident of the UAE).
- Proof of two-year work experience i.e letter for employer etc. (MBA candidates only)

Additionally, if you are seeking credit for prior learning in your chosen program please submit to the University the below:

- Certified copies of official academic transcripts showing all courses studied and grades obtained, syllabus details of the courses you successfully completed (including information on course content) and an explanation of the grading system.

2

## UOWD will notify you of the outcome of your application within two (2) working days

3

## Clear your conditions as stipulated in your offer letter (if any)

4

## Return your acceptance agreement and pay your tuition fee

- Return the formal acceptance of the offer (Refer to Attachment 'A' or 'B' of your offer letter)

5

## Attend enrolment & orientation day

6

## Commence your studies!



## Learn More

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